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SMC Corporation of America

## Success Story

- **Sales Branch: Boston**
- **Salesperson: Grace Countie**
- **Application Specialist: Joe Butterfield**
- **Application Specialist: Nate Coggeshall**
- **SMC Product: Fitting Cabinet, Others**
- **SIC: 8711, 8742 NAICS: 541330, 541611**



**Application:** SMC product placement and visibility at R&D centers.

**Details:** The Boston area has always been a hot bed of innovation, and Grace has nurtured relationships with collaborative engineering consultancies with fully equipped R&D lab spaces focused on robotics and industrialized construction. They fall into two general categories: profit or non-profit organizations that provide production equipment: 3D printers, robots, laser cutters, CNCs, CAD and work space for engineers to collaborate on prototyping, testing and manufacturing to scale. This allows start-ups and inventors to pursue their R&D ideas without the high cost of seed capital (barriers to entry), an engineering extension of the sharing economy aka technology innovation hubs.

Grace presented the value of SMC products and application support by introducing Joe and Nate to all the in-resident engineers whom often were skilled in innovation yet needed help in manufacturing to scale.

**Outcome:** Grace was able to get a fitting cabinet sampled in many innovation facilities bundled with representative product samples.

This has led to engineers to 'get to know SMC' and facilitate follow-up conversations about how to use SMC in automation with clean, dry air, the value of technical support and SMC's large global network. As these start-ups grow, SMC will be their first call for automation.

**Great job to Grace, Joe & Nate!**

